

# Oops !

## Bimensuel, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2366	100.0%	4.6%	675	100.0%	2.8%	1691	100.0%	6.3%	769	100.0%	4.5%
<b>Sexe</b>												
<b>Homme</b>	675	28.5%	2.8%	675	100.0%	2.8%	0	-	-	238	30.9%	2.7%
<b>Femme</b>	1691	71.5%	6.3%	0	-	-	1691	100.0%	6.3%	531	69.1%	6.5%
<b>Age</b>												
<b>15 à 24 ans</b>	1018	43.0%	13.8%	243	36.1%	6.5%	775	45.8%	21.2%	344	44.7%	10.9%
<b>25 à 34 ans</b>	606	25.6%	7.9%	184	27.2%	4.8%	423	25.0%	10.8%	181	23.5%	5.3%
<b>35 à 49 ans</b>	560	23.7%	4.4%	194	28.8%	3.1%	366	21.6%	5.7%	196	25.4%	3.2%
<b>50 à 64 ans</b>	142	6.0%	1.2%	48	7.0%	0.8%	95	5.6%	1.5%	48	6.3%	1.2%
<b>65 ans et plus</b>	38	1.6%	0.3%	6	0.9%	0.1%	32	1.9%	0.5%	0	-	-
<b>Individu</b>												
<b>Ménagère</b>	1083	45.8%	4.6%	0	-	-	1083	64.0%	4.6%	299	38.8%	4.4%
<b>Personne de Référence</b>	779	32.9%	2.8%	438	64.9%	2.2%	341	20.2%	4.3%	218	28.3%	2.6%
<b>Responsable des achats</b>	1416	59.9%	4.0%	295	43.7%	2.4%	1122	66.3%	4.9%	396	51.5%	3.7%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	14	0.6%	2.6%	3	0.5%	1.0%	11	0.6%	5.3%	0	-	-
<b>Petits patrons</b>	45	1.9%	2.7%	27	4.0%	2.3%	18	1.1%	3.7%	33	4.3%	2.3%
<b>Affaires et Cadres</b>	94	4.0%	2.0%	52	7.7%	1.8%	42	2.5%	2.3%	79	10.3%	1.8%
<b>Professions intermédiaires</b>	260	11.0%	3.9%	102	15.1%	2.9%	158	9.4%	4.9%	189	24.6%	3.4%
<b>Employés</b>	683	28.9%	8.1%	107	15.9%	5.1%	575	34.0%	9.1%	135	17.5%	7.5%
<b>Ouvriers</b>	341	14.4%	5.3%	191	28.3%	3.8%	150	8.9%	10.1%	36	4.7%	8.4%
<b>Retraités</b>	52	2.2%	0.4%	13	1.9%	0.2%	39	2.3%	0.6%	0	-	-
<b>Autres inactifs</b>	877	37.1%	8.8%	180	26.7%	5.2%	697	41.2%	10.7%	297	38.7%	9.6%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	21	0.9%	2.6%	5	0.7%	1.2%	16	0.9%	3.9%	0	-	-
<b>Petits patrons</b>	106	4.5%	4.0%	27	4.0%	2.0%	79	4.7%	6.3%	106	13.7%	4.0%
<b>Affaires et Cadres</b>	244	10.3%	3.6%	80	11.8%	2.3%	164	9.7%	4.9%	244	31.8%	3.6%
<b>Professions intermédiaires</b>	419	17.7%	5.6%	131	19.4%	3.4%	288	17.0%	8.1%	419	54.5%	5.6%
<b>Employés</b>	469	19.8%	8.9%	133	19.7%	5.9%	336	19.9%	11.0%	0	-	-
<b>Ouvriers</b>	789	33.3%	8.3%	221	32.7%	4.5%	568	33.6%	12.4%	0	-	-
<b>Retraités</b>	166	7.0%	1.1%	44	6.5%	0.7%	122	7.2%	1.5%	0	-	-
<b>Autres inactifs</b>	152	6.4%	3.9%	35	5.1%	2.3%	117	6.9%	4.9%	0	-	-

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<b>Taille du Foyer</b>												
<b>1 personne</b>	197	8.3%	2.1%	60	8.9%	1.5%	137	8.1%	2.6%	47	6.1%	2.7%
<b>2 personnes</b>	529	22.4%	2.9%	163	24.2%	1.9%	365	21.6%	4.0%	161	20.9%	3.7%
<b>3 personnes</b>	575	24.3%	6.2%	143	21.2%	3.1%	433	25.6%	9.2%	162	21.1%	4.3%
<b>4 personnes</b>	601	25.4%	6.5%	186	27.6%	4.1%	415	24.5%	9.0%	239	31.0%	5.1%
<b>5 personnes et +</b>	463	19.6%	8.8%	122	18.1%	4.9%	341	20.2%	12.3%	161	20.9%	6.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	1170	49.4%	7.4%	317	46.9%	4.4%	853	50.4%	10.1%	409	53.2%	5.3%
<b>Non</b>	1196	50.6%	3.4%	358	53.1%	2.1%	838	49.6%	4.6%	360	46.8%	3.9%
<b>Habitat</b>												
<b>Communes rurales</b>	430	18.2%	3.7%	112	16.6%	2.0%	318	18.8%	5.2%	140	18.2%	4.2%
<b>Agglo. - 20 000 hab</b>	413	17.5%	4.6%	97	14.4%	2.3%	316	18.7%	6.7%	109	14.1%	4.3%
<b>Agglo. 20 000 à 100 000 hab</b>	372	15.7%	5.4%	121	18.0%	3.5%	251	14.9%	7.4%	116	15.1%	5.8%
<b>Agglo. + 100 000 hab</b>	754	31.9%	5.0%	208	30.8%	2.9%	546	32.3%	6.9%	261	33.9%	5.0%
<b>Agglo. Paris</b>	396	16.8%	4.7%	136	20.2%	3.4%	260	15.4%	5.9%	143	18.7%	3.7%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	460	19.4%	4.9%	160	23.8%	3.6%	300	17.7%	6.1%	170	22.2%	3.9%
Nord-Pas-de-Calais	196	8.3%	6.1%	61	9.0%	4.0%	135	8.0%	8.0%	38	5.0%	4.2%
Lorraine	128	5.4%	6.6%	37	5.4%	3.9%	91	5.4%	9.1%	36	4.7%	6.6%
Alsace	70	2.9%	4.6%	24	3.6%	3.3%	45	2.7%	5.8%	24	3.1%	4.9%
Franche-Comté	34	1.4%	3.6%	9	1.3%	1.9%	25	1.5%	5.2%	11	1.5%	4.3%
Champagne-Ardenne	56	2.4%	5.2%	19	2.8%	3.5%	38	2.2%	6.7%	23	3.0%	7.2%
Picardie	91	3.9%	6.0%	16	2.4%	2.2%	75	4.4%	9.5%	18	2.3%	4.1%
Bourgogne	53	2.3%	3.9%	14	2.1%	2.2%	39	2.3%	5.6%	22	2.9%	6.2%
Haute-Normandie	71	3.0%	4.8%	28	4.1%	3.9%	43	2.6%	5.6%	19	2.5%	4.5%
Basse-Normandie	39	1.7%	3.2%	9	1.4%	1.6%	30	1.8%	4.8%	14	1.8%	4.1%
Centre	95	4.0%	4.6%	30	4.4%	3.0%	65	3.8%	6.0%	29	3.8%	4.7%
Pays de la Loire	109	4.6%	3.8%	28	4.2%	2.0%	81	4.8%	5.4%	31	4.0%	3.7%
Bretagne	84	3.6%	3.2%	21	3.1%	1.7%	63	3.7%	4.7%	24	3.2%	3.2%
Poitou-Charentes	56	2.4%	3.8%	13	1.9%	1.8%	44	2.6%	5.7%	8	1.0%	2.2%
Aquitaine	137	5.8%	5.1%	35	5.1%	2.7%	103	6.1%	7.3%	47	6.2%	5.9%
Midi-Pyrénées	86	3.6%	3.6%	25	3.7%	2.2%	61	3.6%	4.9%	29	3.7%	3.6%
Limousin	15	0.6%	2.3%	1	0.1%	0.3%	14	0.8%	4.2%	9	1.2%	5.6%
Auvergne	43	1.8%	3.8%	8	1.1%	1.4%	35	2.1%	6.0%	11	1.5%	3.8%
Rhône-Alpes	218	9.2%	4.3%	53	7.8%	2.2%	165	9.8%	6.3%	76	9.9%	4.3%
Languedoc-Roussillon	114	4.8%	5.2%	28	4.2%	2.7%	86	5.1%	7.5%	42	5.4%	6.4%
Provence-Alpes-Côte-d'Azur-Corse	209	8.8%	4.8%	57	8.4%	2.8%	152	9.0%	6.7%	86	11.1%	6.0%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1595	67.4%	5.8%	483	71.6%	3.4%	1112	65.8%	8.2%	593	77.1%	4.6%
Presque tous les jours	330	13.9%	5.4%	88	13.0%	3.0%	242	14.3%	7.4%	97	12.7%	4.2%
1 à 2 fois par semaine	164	6.9%	5.0%	32	4.8%	2.2%	131	7.8%	7.4%	33	4.3%	3.5%
1 à 3 fois par mois	34	1.4%	4.0%	2	0.3%	0.7%	32	1.9%	6.2%	6	0.7%	3.8%
Moins souvent	56	2.3%	4.2%	11	1.6%	1.7%	45	2.6%	6.4%	10	1.4%	7.8%
Jamais	5	0.2%	3.8%	3	0.4%	3.3%	2	0.1%	4.6%	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du Foyer</b>												
Moins de 9 000 euros par an	119	5.0%	5.6%	21	3.1%	2.4%	98	5.8%	7.7%	15	2.0%	8.3%
De 9 000 à moins de 12 000 euros par an	172	7.3%	5.2%	40	5.9%	3.5%	132	7.8%	6.0%	9	1.2%	3.6%
De 12 000 à moins de 18 000 euros par an	326	13.8%	5.0%	92	13.6%	3.4%	234	13.8%	6.2%	62	8.0%	8.1%
De 18 000 à moins de 24 000 euros par an	408	17.2%	5.5%	94	13.9%	2.6%	314	18.6%	8.0%	115	15.0%	7.3%
De 24 000 à moins de 36 000 euros par an	558	23.6%	4.8%	171	25.3%	3.1%	387	22.9%	6.4%	168	21.8%	4.5%
De 36 000 à moins de 45 000 euros par an	257	10.9%	4.0%	92	13.6%	2.6%	165	9.8%	5.6%	122	15.9%	4.1%
De 45 000 à moins de 65 000 euros par an	211	8.9%	3.5%	75	11.1%	2.2%	136	8.1%	5.2%	124	16.2%	3.5%
De 65 000 à moins de 80 000 euros par an	46	2.0%	3.0%	18	2.7%	2.0%	28	1.7%	4.5%	34	4.5%	3.1%
De 80 000 à moins de 115 000 euros par an	24	1.0%	2.4%	11	1.6%	1.8%	13	0.8%	3.4%	22	2.8%	2.7%
115 000 euros et plus par an	3	0.1%	0.7%	0	-	-	3	0.2%	1.7%	3	0.4%	0.8%
Refus	143	6.0%	4.4%	39	5.8%	2.9%	104	6.1%	5.5%	64	8.3%	5.6%
Ne sait pas	99	4.2%	6.9%	23	3.4%	3.6%	76	4.5%	9.3%	31	4.0%	6.5%